

JUN -5 1924 /

©CIL 20273 e

✓ THE CODE OF THE SEA ✓

✓ Photoplay in six reels ✓

✓ From the story by Byron Morgan ✓

Directed by Victor Fleming

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

"Code of the Sea" Is 6 Reels—6,038 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and
Jesse L. Lasky present
A VICTOR FLEMING Production
"THE CODE OF THE SEA"
with Rod La Rocque
and Jacqueline Logan
From the story and
Screen play by Byron Morgan
A Paramount Picture

PURPOSE: To Help You See All the Picture to

"CODE OF THE SEA" IS A SHIP AND THRILLS, WITH BIG

PUTTING IT OVER RIGHT Highlights

PUTTING IT OVER RIGHT

Here's a picture that will pack them in to the doors if you handle it right. "Code of the Sea" is an action tale that is an ACTION tale.

If you understand the word "limit," then you know just about what the possibilities of this production are, for it's a picture that you can advertise to the limit.

The story, cast and direction are one hundred per cent., and live wire exploitation is the best way with which to acquaint patrons and prospective patrons of these facts.

Take a ride on La Rocque's great popularity as the hero of "The Ten Commandments," "Triumph" and with Gloria Swanson in "A Society Scandal." Get this fact into all of your advertising. Jacqueline Logan rates high with the fans, too, after "The Light That Failed" and "The Dawn of a Tomorrow."

Tie-ups? There's a hundred of them!

The United States Navy and, if you happen to be in a coast town, the Life Saving Service. You could arrange some sort of a stunt in the first case to promote recruiting, and in the other instance put over a novel ballyhoo—men dressed in so'westers, hip boots, etc. These organizations cooperated with Paramount in the production of "Code of the Sea" and will greet any chance offered to help put it across.

There are exceptional opportunities for shop tie-ups. Radio stores will be glad to give you a window display, if you supply them with stills of the picture showing the use of radio in "Code of the Sea." There's a scene in the picture, where you see the radio operators on three vessels in a terrific storm at sea flashing out their messages for aid, instructions to shore stations, latitude and longitude, etc.

Radio is a big thing throughout the country just now, and, no doubt, the idea would go over great.

If you happen to be in a ship-

While "Code of the Sea" is in no sense propaganda, the United States Lightship Division cooperated with Paramount to an unlimited extent, giving full use of their experience, ships, personnel and equipment and making it possible to use the pick of the Pacific shipping in this production.

First on the fishing schooner, the Chink. LaRocque is ordered to climb a rigging and stalls because he is afraid. Another sailor takes his place and is tossed into an angry sea. LaRocque is the only one who does not hurry to throw a line. We see him shunted into the cook's galley to peel potatoes. The cook gibes and insults him. LaRocque cringes, but does not fight.

Fired from the Chink, LaRocque goes home and in solitude he grieves over his cowardice. A whispering chorus taunts him. Coward! coward! coward! they accuse. In desperation, to prove himself, LaRocque thrusts his bare hand into the searing flames of a lamp. He holds it there. He faints.

Going to meet Logan one night LaRocque comes to a deep ravine which most men walk around. It is wide and its yawning depths are strewn with jagged rocks. Again the whispering chorus taunts. LaRocque decides to leap the chasm. Besides the thrill of this episode, audiences will swallow hard as they feel LaRocque's struggle for regeneration.

Then we see LaRocque with Logan in the garden and beneath an open window. Within, someone lights a cigarette and tosses out a burning match. Logan's flimsy summer dress is ignited. She is a living torch. LaRocque, the man without guts, is transfixed. He cannot or will not go to the aid of the only person in the world who believes in him. He sees Logan saved by his rival.



ADOLPH ZUKOR
AND
JESSE L. LASKY
PRESENT

WITH
ROD
LA ROCQUE
JACQUELINE
LOGAN

A
Victor
Fleming
PRODUCTION

IF this roaring sea-ron-ance does-
n't give you the thrill of your
life, you'll know you're thrill-proof!
It's the Leviathan of the sea "mel-
lers"—the saltiest, stirring-est, enter-
tainingest of 'em all!

Three-column Newspaper Advertisement 3A.

A Rip-Roarin' Ocean
with a Powerful R

HERE'S one they'll all like!
"Code of the Sea" has all other sea stories sto-
regeneration idea. So was "The Mirac-
cle Man," an

PARAMOUNT

Anything in This Press Sheet May Be Reprinted

SHEET

Adolph Zukor and Jesse L. Lasky present
A VICTOR FLEMING Production
"THE CODE OF THE SEA"
with Rod La Rocque and Jacqueline Logan
by Byron Morgan
From the story by Gertrude Millhauser
Screen play by Victor Fleming
A Paramount Picture

all the Picture to the Public.

SE: To Help You S

IS A SHIPLOAD OF LOVE WITH BIG BOX-OFFICE CREW



A
Paramount
Picture

CODE OF THE SEA

If this roaring sea-
n't give you the
fe, you'll know you'r
s the Leviathan of
ers"—the saltiest, stir-
ainingest of 'em all!

ance does-
ill of your
rill-proof!
sea "mel-
gest, enter-

olumn Newspaper

vertisement 3A. (Mats Only)

oarin' Ocean Romance a Powerful Punch

all like!
" has all other
sea stories stopped. It is based on the
"cle Man," and you know the business

A Roaring Action Tale of the Sea, With Rod La Rocque, Jacqueline Logan

The Hero of "The Ten Commandments" and the
Heroine of "The Dawn of a Tomorrow" in a
Great Story by Byron Morgan, Author of
the Wallace Reid Auto Stories,
Directed by Victor Fleming

GOOD sea pictures are always profitable, and here is the
Big Daddy of them all, a clean-cut, pell-mell melodrama
with a happy ending and a cast that spells box-office success.
Take a good look at it!

Cast

Bruce McDow.....	Rod La Rocque
Jenny Hayden.....	Jacqueline Logan
Captain Hayden.....	George Fawcett
Ewart Radcliff.....	Maurice Flynn
Captain Jonas.....	Luke Cosgrave
Mrs. McDow.....	Lillian Leighton
John Swayne.....	Sam Appell

Synopsis

"Under no circumstances shall a light vessel be allowed to
leave her station until properly relieved."—Regulations of
the United States Lighthouse Service (Code of the Sea).

Twenty years back, John McDow, captain of the lightship Barrier Reef that guards Great Barrier Reef, disobeyed the Code of the Sea, when he weighed anchor and took his ship to rescue the girl he loved from a schooner being battered in a storm. While the lightship was off its station, a big passenger liner was wrecked on the reef. McDow was in disgrace with the people of his town.

Bruce McDow, John's son and a sailor on the fishing schooner Chink, grows to manhood. He loves Jenny Hayden, daughter of Captain Hayden, commander of the crack steamer Northern. Hayden hates the name of McDow. Jenny obtains for Bruce the commission of first mate on the lightship Barrier Reef. The town is up in arms against him.

Jenny goes for a cruise on the yacht Neroid. The captain of the lightship goes ashore, and Bruce is in charge. That night a great storm comes up. The Northern, which sailed that day, is forced to put back with a broken propeller shaft. Suddenly, in the midst of the terrible gale, a wireless message comes from the Neroid, in distress near the Reef. The lightship, if it goes to the rescue, is the only thing that will save Jenny Hayden. And the Northern, with 400 passengers, is groping her way toward the Reef, dependent on the light. Bruce is in the same dilemma as his father was twenty years before. He is about to slip his anchor and go to the Neroid. But a wireless message comes from Jenny, who has sensed the situa-
tion. "Bruce, obey your orders!" The message keeps flashing

it right. "Code of the Sea" is an action tale that is an ACTION tale.

If you understand the word "limit," then you know just about what the possibilities of this production are, for it's a picture that you can advertise to the limit.

The story, cast and direction are one hundred per cent., and live wire exploitation is the best way with which to acquaint patrons and prospective patrons of these facts.

Take a ride on La Rocque's great popularity as the hero of "The Ten Commandments," "Triumph" and with Gloria Swanson in "A Society Scandal." Get this fact into all of your advertising. Jacqueline Logan rates high with the fans, too, after "The Light That Failed" and "The Dawn of a Tomorrow."

Tie-ups? There's a hundred of them!

The United States Navy and, if you happen to be in a coast town, the Life Saving Service. You could arrange some sort of a stunt in the first case to promote recruiting, and in the other instance put over a novel ballyhoo—men dressed in so'westers, hip boots, etc. These organizations cooperated with Paramount in the production of "Code of the Sea" and will greet any chance offered to help put it across.

There are exceptional opportunities for shop tie-ups. Radio stores will be glad to give you a window display, if you supply them with stills of the picture showing the use of radio in "Code of the Sea." There's a scene in the picture, where you see the radio operators on three vessels in a terrific storm at sea flashing out their messages for aid, instructions to shore stations, latitude and longitude, etc.

Radio is a big thing throughout the country just now, and, no doubt, the idea would go over great.

If you happen to be in a shipping town the majority of the stores carry some line or other of marine supplies, and you can immediately link the fact that these articles are used in "Code of the Sea" with them. Displays of compasses, sextants and other usual navigation gear, with a suitable window card announcing the presentation of "The Code of the Sea" at your theatre.

What does this mean in "The Code of the Sea"? (It means S.O.S.—danger.)

Another: Get this out in the form of a novelty herald or throwaway, "Caught on Barrier Reef—Breaking up fast—Save our souls—Yacht Neroid"

Here's an idea for a prologue: The picture being essentially of a nautical character, you'll naturally want your prologue to reflect this atmosphere. Secure the services of a good male quartette to render songs of the sea. There are any number of good ones. Have them attired as a sailor aboard a schooner might be. Then there's always the sailor's hornpipe. An appropriate back drop representing either a sea scene or the deck of a ship would also go a great way toward creating atmosphere.

We do not mean to go into detail in this column, only give a few hints. You can work out the idea for yourself, or, better still, get the Paramount exploiter from your nearest exchange and profit by his experience.

their experience, ships, personnel and equipment and making it possible to use the pick of the Pacific shipping in this production.

First on the fishing schooner, the Chink. LaRocque is ordered to climb a rigging and stalls because he is afraid. Another sailor takes his place and is tossed into an angry sea. LaRocque is the only one who does not hurry to throw a line. We see him shunted into the cook's galley to peel potatoes. The cook gibes and insults him. LaRocque cringes, but does not fight.

Fired from the Chink, LaRocque goes home and in solitude he grieves over his cowardice. A whispering chorus taunts him. Coward! coward! coward! they accuse. In desperation, to prove himself, LaRocque thrusts his bare hand into the searing flames of a lamp. He holds it there. He faints.

Going to meet Logan one night LaRocque comes to a deep ravine which most men walk around. It is wide and its yawning depths are strewn with jagged rocks. Again the whispering chorus taunts. LaRocque decides to leap the chasm. Besides the thrill of this episode, audiences will swallow hard as they feel LaRocque's struggle for regeneration.

Then we see LaRocque with Logan in the garden and beneath an open window. Within, someone lights a cigarette and tosses out a burning match. Logan's flimsy summer dress is ignited. She is a living torch. LaRocque, the man without guts, is transfixed. He cannot or will not go to the aid of the only person in the world who believes in him. He sees Logan saved by his rival. And here we get all of the tragedy of a lost soul.

Then the series of storm scenes. In this sequence we have striking scenes in three wireless rooms aboard the lightship, the yacht and the Northern.

Then where LaRocque strikes off to Logan's rescue. In a tiny motorboat, which seems a mere fragment in a wilderness of turbulent waves, his bravery rams into any consciousness.

Then scenes aboard the yacht showing the rescue of the passengers and Logan. Of LaRocque's heroism in sending all ashore in the breeches buoy. When it is his turn to go—it is too late. But is it? We see him enveloped by the sea and it is, to all appearances, the last of him.

And there's no fake stuff about any of this either. Fleming took his company on a regular sea voyage off of San Pedro, Cal., for the water scenes in "Code of the Sea." A huge passenger schooner, a palatial yacht, a large lightship, fishing smacks and fourteen smaller craft comprised the fleet. Everything you see in this production is the REAL THING. Action in the scene, where LaRocque leaps across a ravine, was filmed in the mountains and the final episodes took the production unit to a huge private estate near Santa Barbara.

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

WITH ROD LA ROCQUE JACQUELINE LOGAN

A Victor Fleming PRODUCTION

I F this roaring sea-son n't give you the thrills of your life, you'll know you're the sea "mel-lers"—the saltiest, stirring, most enter-tainingest of 'em all!

Three-column Newspaper Advertisement 3A.

A Rip-Roarin' Ocean with a Powerful

HERE'S one they'll all like!

"Code of the Sea" has all other regeneration idea. So was "The Miracle" that played to and is playing to.

Victor Fleming showed by "Tonyon," "The Law of the Lawless" and make "Code of the Sea." It isn't even this story as he has. The entire production shots with several scenes back in the

La Rocque has a great acting partner in it. Jacqueline Logan is always good. Jenny Hayden. And the support

man who is a coward just as his father not because he has any special love for his people had done so. His is the role of a man of the crew on the fishing schooner, dad's yellow streak, and in several instances you tification for their opinion.

For a time La Rocque's cowardice is even greater. Jenny Hayden, the only person in town who will have She believes in him—that some day he will redeem

And he does! For it is just as Bruce says, (his father) holding me back." And he proves

Audiences will get a big kick out of the with La Rocque when he is mercilessly chided and courage, and there's a big thrill awaiting them man without guts," comes into his own, overcoming the family name.

Written by Byron Morgan, nine of whose stories by Paramount within the last four years, "Code of the Sea" is anything but a sure box-office bet. Remember Reid? Knockouts every one of them. Well, here's one that you can't possibly go wrong on.



CODE OF THE SEA

this roaring sea-romance
can't give you the thrill
you'll know you're the
Leviathan of the sea
—the saltiest, stirring-
gest of 'em all!

ance does-
ill of your
thrill-proof!
sea "mel-
gest, enter-

Advertisement 3A. (Mats Only)

Marin' Ocean Romance a Powerful Punch

like!
as all other s
as "The Mira
ying to.
wed by "To
lawless" and
It isn't ev
e entire prod
nes back in th
eat acting par
always good
supporti
as his fath
special love
His is the ro
ng schooner,
d in several in
on.
que's coward
son in town v
at some day
it is just as
e back." And
t a big kick
he is merciless
big thrill awa
nes into his ov
ea stories stopped. It is based on the
cle Man," and you know the business
the Last Man," "The Call of the Can-
is others that he was the one man to
ery director who could have handled
uction is mainly exterior scenes—wa-
e hills—and that's Fleming's specialty.
t in this one, and he makes the most of
t she's better than ever in the role of
Have another look!
of Bruce McDow, a young
ore him. He follows the sea,
it, in fact he fears it, but because all
e of a man whom his fellow members
Chink, despise. They say he has his
stances young McDow gives them jus-
ce is even greater than his love for Jen-
who will have anything to do with him.
he will redeem himself.
Bruce says, "I'm not a coward, It's him
he proves it.
out of the sea stuff, will sympathize
ly chided and scorned for his lack of
ating them when Bruce McDow, "the
wn, overcomes his cowardice and vindi-

Morgan, nine
ne last four ye
e box-office b
y one of them
oly go wrong on.
of whose stories have been produced
ars, "Code of the Sea" couldn't help be-
et. Remember his stories for Wallie
Well, here's another big money-mak-

The Hero of "The Ten Commandments" and the
Heroine of "The Dawn of a Tomorrow" in a
Great Story by Byron Morgan, Author of
the Wallace Reid Auto Stories,
Directed by Victor Fleming

GOOD sea pictures are always profitable, and here is the
Big Daddy of them all, a clean-cut, pell-mell melodrama
with a happy ending and a cast that spells box-office success.
Take a good look at it!

Cast

Bruce McDow.....Rod La Rocque
Jenny Hayden.....Jacqueline Logan
Captain Hayden.....George Fawcett
Ewart Radcliff.....Maurice Flynn
Captain Jonas.....Luke Cosgrave
Mrs. McDow.....Lillian Leighton
John Swayne.....Sam Appell

Synopsis

"Under no circumstances shall a light vessel be allowed to
leave her station until properly relieved."—Regulations of
the United States Lighthouse Service (Code of the Sea).

Twenty years back, John McDow, captain of the lightship Barrier Reef that guards Great Barrier Reef, disobeyed the Code of the Sea, when he weighed anchor and took his ship to rescue the girl he loved from a schooner being battered in a storm. While the lightship was off its station, a big passenger liner was wrecked on the reef. McDow was in disgrace with the people of his town.

Bruce McDow, John's son and a sailor on the fishing schooner Chink, grows to manhood. He loves Jenny Hayden, daughter of Captain Hayden, commander of the crack steamer Northern. Hayden hates the name of McDow. Jenny obtains for Bruce the commission of first mate on the lightship Barrier Reef. The town is up in arms against him.

Jenny goes for a cruise on the yacht Neroid. The captain of the lightship goes ashore, and Bruce is in charge. That night a great storm comes up. The Northern, which sailed that day, is forced to put back with a broken propeller shaft. Suddenly, in the midst of the terrible gale, a wireless message comes from the Neroid, in distress near the Reef. The lightship, if it goes to the rescue, is the only thing that will save Jenny Hayden. And the Northern, with 400 passengers, is groping her way toward the Reef, dependent on the light. Bruce is in the same dilemma as his father was twenty years before. He is about to slip his anchor and go to the Neroid. But a wireless message comes from Jenny, who has sensed the situation: "Bruce, obey your orders!" The message keeps flashing through the storm, and Bruce obeys.

The Northern and the Neroid are both saved, the McDow name is vindicated, and Bruce gets the girl.

Tabloid Facts

Featured Players—Rod La Rocque, Jacqueline Logan. Right now La Rocque is the most popular leading man on the screen as the result of his work in "The Ten Commandments," "Triumph" and with Gloria Swanson in "A Society Scandal." Miss Logan recently starred in "Flaming Barriers" and "The Call of the Canyon."

Director—Victor Fleming, who made "The Dawn of a Tomorrow," "The Call of the Canyon," "Flaming Barriers," "Racing Hearts," etc.

Author—Byron Morgan, who wrote "Flaming Barriers," "Racing Hearts," etc.

Scenarist—Bertram Millhauser.

Cameraman—Charles Edgar Schoenbaum.

Type of Story—Sea thriller of romance and regeneration.

Theme—About the weakest of weaklings whose regeneration is accomplished by a girl. The theme bristles with smashing NEW situations and has the mighty, restless, cruel sea for a background.

Appeal—"Code of the Sea" is punchful. If it is action that is in demand, here it is—plus.

Big Scenes—The chief ingredients of this picture are roaring, slashing action and intense dramatic situations. It contains far better storm stuff than has ever before been shown on the screen. You'll see ships buffeted by mountainous waves, a little yacht riding the tempest like a cockle-shell until it grinds itself to pieces against a sabre-toothed reef. You'll see a cringing coward become a red-blooded, fighting he-man, and when you see La Rocque disappear beneath the waves after the Neroid goes down, you think sure there's an unhappy ending,—But what a surprise!



USE THESE AIDS AND FLA

Your Exchange has mats of all the ads and production scenes; also cuts of one

Never Such Thrills!



"CODE OF THE SEA"
with
Rod La Rocque, Jacqueline Logan
A VICTOR FLEMING PRODUCTION
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

A SPANKING yarn o' the sea and the lightships that patrol it.
Full-rigged with thrills and action and freighted with tingling thrills that know no equal.

From the story by Byron Morgan—Screen play by Bertram Millhauser

Two-Column Press Advertisement 2A

Trailers Build Business

National Screen Service, Inc., with offices at 126 West

Street, New York; 100 South Wabash Avenue, Chicago, 917 South Olive Street, Los Angeles; and 284 Turk Street, San Francisco, furnishes good trailers on all Paramount pictures.

On "Code of the Sea," and all other Paramounts, National Screen Service has a Service Trailer consisting of punchful titles and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

On certain special productions National Screen Service has a DeLuxe Trailer consisting of beautiful art titles and 200 feet of scenes. This is in every respect a quality article worthy of the production it advertises. DeLuxe Trailers cost \$15.00 during the first sixty days after release date and \$10.00 after the first sixty days. A refund of \$2.50 is allowed if returned within three weeks of shipment.

You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25.00 monthly. The following Paramount exchanges have these trailers in stock: Seattle, New Orleans, Charlotte, Dallas, Oklahoma City, Minneapolis, and Sioux Falls. Ask the booker at any of these exchanges. Or order direct from National Screen Service, Inc.

WIRE OR WRITE—GIVING EXACT PLAY DATES

Extra Catchlines for Ads o

See that you see the "Code of the Sea," the thrill of the season.

The little known world of lightships as the setting of a thrill-packed sea tale.

Code of the Sea... himself.

A thrilling tale of love and regeneration on the high seas.

Tune in on Station T-H-R-I-L-L, theatre, and learn the "Code of the Sea."

.....
.....

What does
this mean
in the

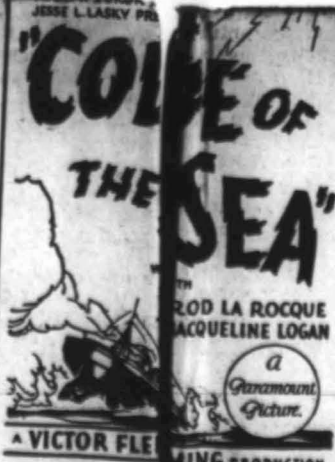
**CODE OF
THE SEA**
?

Teaser Ad

RIALTO
(Play Dates)



Jacqueline Logan
in the Paramount Picture
'Code of the Sea'



"CODE OF THE SEA"
ROD LA ROCQUE
JACQUELINE LOGAN
A VICTOR FLEMING PRODUCTION
ROMANCE sailing the seas, struggling against heavy odds, finding the Port of Happiness at last. By the writer of the famous Wally Reid auto stories.

"Code of the Sea" AND FLASH THE S.R.O. SIGN

on scenes; also cuts of one, two and two-supplementary ads. Price List, Page 4.



Headlines for Ads or Programs

"Code of the Sea," the

It's a tinglin' tale o' the ocean blue,
With a schooner o' love and thrills for you!

of lightships as the
sea tale.

Another sizzling action-romance by the
author of Wally Reid's famous auto stories.

who discovered the

What is the immutable code of the sea? And
what happens when seamen dare to disobey it?
You'll thrill to the answers in "Code of the

and regeneration on

Aye, aye, sir! Even the ocean gales are
blowing about this thriller!

-R-I-L-L,
de of the Sea."

The dramatic story of a weakling's brave
fight to conquer his fear of the sea.

Romance racing on an ocean of thrills—
and they're all NEW!



REST
of
BILL

BBETTER be on deck when the Good
Ship Melodrama comes to port
with the biggest cargo of thrills the sea
ever knew.

The hero of "The Ten Command-
ments" as skipper, Jacqueline Logan as
best mate and a crew of all-stars.

From the story by Byron Morgan—Screen play by Bertram Millhauser

THEATRE NAME

Two-Column Supplementary Press Ad 2AS

Papers
will
like
it!

Halftones are
55-screen and
will print
perfectly.



Rod La Rocque and Jacqueline Logan in the Paramount Picture
"Code of the Sea"

Two-Column Production Mat 2P—Ten Cents at Exchanges

RIALTO

(Play
Dates)



Stand by
and wait
for the

CODE of the SEA

Teaser Ad

"CODE OF THE SEA"

ROD LA ROCQUE
JACQUELINE LOGAN
a
Paramount
Picture
A VICTOR FLEMING PRODUCTION

ROMANCE sailing the
thrill-sept seas,
struggling against heavy
odds, finding the Port of
Happiness at last. By the
writer of the famous Wally
Reid auto stories.



Rod La Rocque—
in the Paramount Picture
"Code of the Sea"

RIALTO

Broadway at 42nd St.

A Victor
Fleming
Production

A
Paramount
Picture

See
"Code of
the Sea"

with

Rod La Rocque and Jacqueline Logan

CODE OF THE SEA

with
Rod LaRocque, Jacqueline Logan
A VICTOR FLEMING PRODUCTION
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

A SPANKING yarn o' the sea and the light-ships that patrol it.
Full-rigged with thrills and action and freighted with tingling thrills that know no equal.

From the story by Byron Morgan—Screen play by Bertram Millhauser

Two-Column Press Advertisement 2A

Tune in on Station T-H-R-I-L-L, Romance racing theatre, and learn the "Code of the Sea." and they're all N

.....
.....

What does
this mean
in the

CODE OF
THE SEA
?

RIATO

(Pl Dates)



"CODE OF THE SEA"
WITH ROD LA ROCQUE
JACQUELINE LOGAN
A Paramount Picture
A VICTOR FLEMING PRODUCTION

ROMANCE sailing the
thrill vept seas,
struggling against heavy
odds, find the Port of
Happiness last. By the
writer of famous Wally
Reid auto ries.

One-Column Press Ad 1A

Trailers Build Business

National Screen Service, Inc., with offices at 126 W. Fourth Street, New York; 616 South Wabash Avenue, Chicago; 917 South Olive Street, Los Angeles; and 284 Turk Street, San Francisco, furnishes good trailers on all Paramount pictures.

On "Code of the Sea," and all other Paramounts, National Screen Service has a Service Trailer consisting of punchful titles and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

On certain special productions National Screen Service has a DeLuxe Trailer consisting of beautiful art titles and 200 feet of scenes. This is in every respect a quality article worthy of the production it advertises. DeLuxe Trailers cost \$15.00 during the first sixty days after release date and \$10.00 after the first sixty days. A refund of \$2.50 is allowed if returned within three weeks of shipment.

You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25.00 monthly. The following Paramount exchanges have these trailers in stock: Seattle, New Orleans, Charlotte, Dallas, Oklahoma City, Minneapolis, and Sioux Falls. Ask the booker at any of these exchanges. Or order direct from National Screen Service, Inc.

WIRE OR WRITE—GIVING EXACT PLAY DATES.



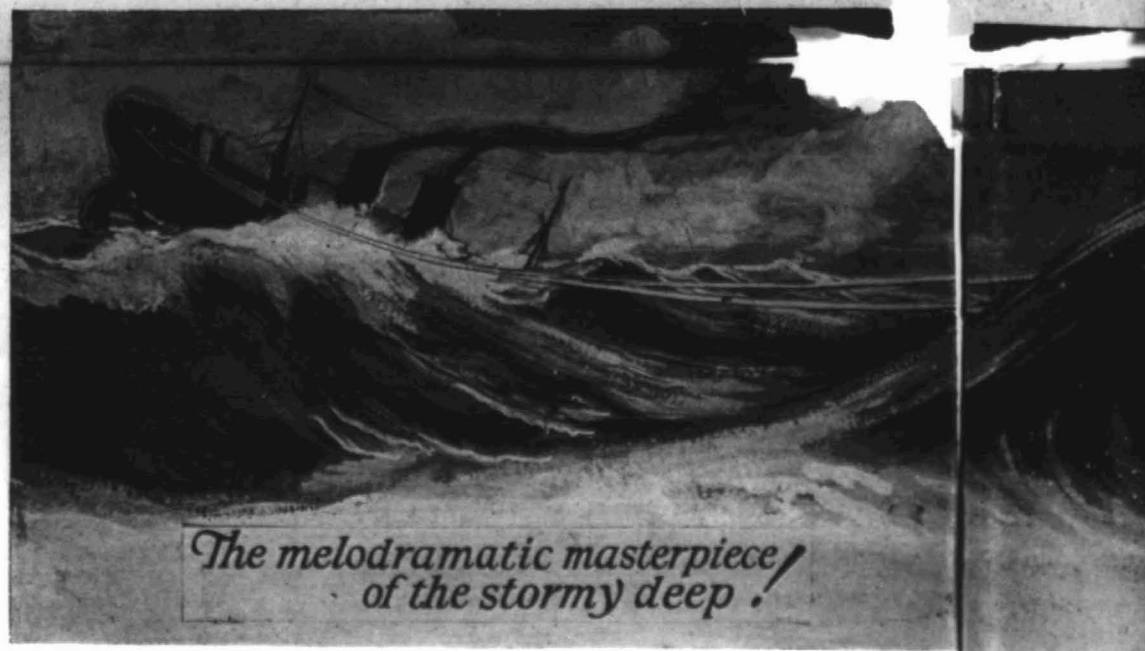
Jacqueline Logan
in the Paramount Picture
'Code of the Sea'

Production Mat 1PA
(Five Cents Each)

You Won't Need an S.O.S. Call If You

duction of the front and back
cover spread of this atten-
tion - impelling four - page
herald. Actual size.

We want you to see a
sample at your exchange—
you'll order a larger quan-
tity, once you get the full
effect of this herald in color.



The melodramatic masterpiece/
of the stormy deep!

You're Not a 100% Showman, If You D

ght to conquer his part of the sea.

THEATRE NAME

Two-Column Supplementary Press Ad 2AS

Romance racing on an ocean of thrills—
and they're all NEW!

Papers
will
like
it!

Halftones are
55-screen and
will print
perfectly.



Stand by
and wait
for the

**CODE
of
the
SEA**

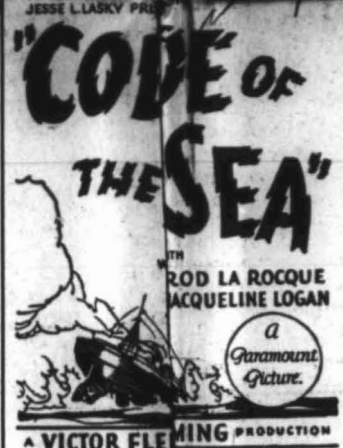
RIALTO
(Play Dates)



Rod La Rocque and Jacqueline Logan in the Paramount Picture
"Code of the Sea"

Teaser Ad

Two-Column Production Mat 2P—Ten Cents at Exchanges



ROMANCE sailing the
thrill-sept seas,
struggling against heavy
odds, finding the Port of
Happiness at last. By the
writer of the famous Wally
Reid auto stories.



Rod La Rocque—
in the Paramount Picture
"Code of the Sea"

Production Mat 1PB
(Five Cents Each)

RIALTO Broadway at 42nd St.

A Victor
Fleming
Production

A
Paramount
Picture

See
**"Code of
the Sea"**

with
Rod La Rocque and Jacqueline Logan

Two-Column Type Ad

One-Column Press Ad 1A

Call If You Use this Colored Herald!



Second page contains
thrilling scenes from the
picture and some great talk.

Third page is left blank
for theatre name, play dates
and whatever extra talk you
may care to insert.

Only \$3.00 per thousand!

n, If You Don't Use Paramount Heralds



"Code of the Sea" VALU

STORIES TO GET YOU

Clip the stuff you want on this page and send it to the editors.

Additional p

"Code of the Sea" Company in a Terrific Ocean Storm

Players Have Narrow Escape From Drowning Off the California Coast

CAUGHT in the very maws of a terrific storm at sea while working aboard the lightship Relief eight miles out of the San Francisco Harbor, thirty members of Victor Fleming's "Code of the Sea" company narrowly escaped drowning.

"The storm came up about noon-time," related Rod La Rocque, who is featured in this Byron Morgan story for Paramount with Jacqueline

Logan. "All of us were so interested in the spectacular water stuff we were filming that we ignored the intensity of the gale. When it came time for our tug to come to take us off the lightship we found that it could not approach the anchored craft.

"In a driving rain, sailors helped us into small boats, in which we were to make our way to the tug, which stood off about twenty yards waiting to pick us up. None of us ever knew that twenty yards of water could contain so much fury. One of our little shells capsized throwing three extra men into the teeth of the racing waves. Fortunately they were picked up before anything happened to them.

"We all got a thrill that won't be seen on the screen, but it was of invaluable benefit to all of us, for it enabled us to appreciate the stark horror of being in danger at sea"—a vital dramatic issue in "Code of the Sea," which comes to the Theatre on The picture was adapted to the screen from the original story by Bertram Millhauser. Those in the strong supporting cast include George Fawcett, Maurice Flynn, Luke Cosgrave, Lillian Leighton and Sam Appel.

"S.O.S." Signal Caught by Paramount Players

While filming water scenes for Paramount's "Code of the Sea," near San Pedro, Calif., the radio operator aboard the motion picture company's yacht "Louise," picked up a genuine signal for help from a ship far out on the Pacific.

Only fragments of the wireless distress call could be clearly ascertained.

A unique point in the occurrence was that the yacht "Louise" was to be used that very night for storm scenes in "Code of the Sea," in which Rod La Rocque and Jacqueline Logan are featured. Part of the dramatic action of this Byron Morgan story calls for the yacht to radio for help and to capsize in a heavy storm.

"Code of the Sea," which will be the feature at the at this week, is a story of the regeneration of a coward through his love for a wonderful girl. It's a sea tale packed with action and genuine thrills. George Fawcett, Maurice Flynn and others play in support.

Fleming Gets Some Action, but Nearly Loses His Life

Getting a group of deep sea sailors sufficiently angry to register emotional violence for a motion picture camera almost ended disastrously for Victor Fleming during the production of the Paramount picture, "Code of the Sea," coming next to the Theatre.

La Rocque Plays Role of Coward in Latest Production

Has Fine Role in "Code of the Sea," Coming to the Rialto Next Week

In "Code of the Sea," a Victor Fleming production, featuring Rod

Rocque has the role of the son of a sea captain, whose supposed cowardice caused the deaths of 200 men, women and children in the billowy waves of the Pacific, because he hadn't the courage to ride out a terrific storm in his lightship.

All of the heartbreak of waiting for men, who go out to sea and who Logan is featured with Rod La Rocque. La Rocque's great grandfather was a French mariner, who perished when his ship foundered and sunk in a gale off the coast of Spain. His widow lived only nine months afterwards, dying of grief. And the story of this love is one of the most sacred traditions of the La Rocque family.

"When I was a child," relates the actor, "my grandmother used to tell me of the exploits of my great grandfather and of his wife. Up to that time the La Rocque family had much of its interests tied up in the sea in shipping ventures. But the tragedy which was really a double affair caused all of my relatives to withdraw from any associations identified with water."

"Code of the Sea," with George Fawcett and others in the supporting cast, opens next at the

Morgan Transfers Real Incident to the Screen

"In writing 'Code of the Sea,'" says Morgan, "I had an alleged coward for a central character. He was a man who doubted his lack of backbone. He wanted to test himself.

"Memory dictated to me a parallel case, which I encountered in college days. It concerned a football player, whose reputed cowardice had been responsible for losing a crucial game. His team mates said he had been afraid to tackle a rough opponent.

"Shamed, the player became a recluse. He wondered in his own mind if his accusers were true.

"One night each member of the football team received a mysterious summons to come to this fellow's room. He had a large iron kettle on a table and in it he had built a charcoal fire. Before anyone guessed his intention the alleged coward thrust his bare fist into the heart of the searing coals. It was some time before his astounded audience recovered sufficiently to tear him away.

"'You see,' he kept saying, 'I'm not a coward, now am I?'

"This is the incident I transferred to 'Code of the Sea,' and to my mind it constitutes a great piece of realism, especially because of its veracity," Morgan declared. For in the picture Rod La Rocque holds his hand over a lamp flame until the skin begins to burn and, when he cannot stand it any longer, faints—just to convince himself that he is not a coward.

La Rocque is featured with Jacqueline Logan in the production, which

Advance Stories

New Paramount, "Code of the Sea," Coming

THOUSANDS of women unconsciously love cowards, according to Jacqueline Logan, popular Paramount player.

"These," she adds, "are largely moral cowards—the kind of men, who could right many wrongs but are restrained because they fear what the world will think of them. Shifting blame to someone else and assuming innocence is so much easier.

It is the second type of coward—the physical—which is portrayed in "Code of the Sea," a Victor Fleming Paramount production, in which Miss Logan is featured with Rod La Rocque.

This is the story of a young man with a yellow streak, a coward just as his father was before him.

There comes a night, when a violent storm at sea, with strong gusts of wind and driving rains arises. The yacht Neroid, with Jenny (Miss Logan) as a passenger, is trying to stagger to port against the fury of the demoniac elements. At the same time the passenger ship Northern, captained by Jenny's father (George Fawcett), has lost its propeller.

By wireless, McDow (La Rocque), commander of a lightship, learns of the plight of both. The Northern commands him to stay at his post so that it can bring its human cargo to shore, and simultaneously the Neroid flashes that it is sinking.

Duty requires McDow, the coward, to stay at his post. The code of the sea is that no lightship can leave its moorings until relieved. Jenny on the Neroid faces death. On the yacht only a handful are endangered, while on the Northern there are hundreds dependent upon his decision.

And it is this decision which supplies the smashing, spectacular climax of "Code of the Sea," which will be shown during the week of at the

The story was written for Paramount production by Byron Morgan and is considered one of the most powerful ever transferred to film.

"Code of the Sea" Gripping Sea Story of Regeneration

"Code of the Sea," a Paramount picture, featuring Rod La Rocque

and Jacqueline Logan, is said to be the last word in sea stories. Written by Byron Morgan and produced by Victor Fleming, it is claimed that this picture will create nothing short of a sensation with its marvelous scenes and photographic effects.

The story is one of regeneration. It concerns a young lad, first mate on a lightship, a coward, regenerated through circumstance and his love for a girl. Jenny Hayden, played by Miss Logan, goes for a cruise on the yacht Neroid. It is caught on a reef in a storm and McDow (La Rocque) picks up its "S. O. S." The steamer, Northern, captained by Jenny's father, is trying to make shore and orders McDow to remain at his station so he can safely clear the reef with his three hundred passengers. McDow is frantic. Rules say remain at his station—but Jenny is in danger. What does he do? That's just it—what DOES he do? The picture shows it all graphically and entertainingly. Better see it!

George Fawcett, Maurice Flynn, Luke Cosgrave, Lillian Leighton and other big names appear in the supporting cast.

La Rocque and Jacqueline

Press Reviews

(Review No. 1)

"Code of the Sea" Paramount, featuring production force and Jacqueline Logan, was shown in at the Theatre yesterday. original for the Morgan, author of the automobile Millhauser made Rocque has the first mate on night the

ya w's swell w's and is the same time breaking up fas Northern, Cap the passenger st by George Faw tain Hayden, play make port with cett, is trying to ngers. A Wire three hundred pas the steamer or less message from in at his station ders McDow to rem clear the reef so the Northern c in safety. ings one of her

The lightship sp McDow orders forward chains, b out until they his men to ride its out to the Ne break loose. He picking up a life roid in a small boat shot out from a line, which has be efallen short. He shore station and the Neroid in time just about makes trd taken safely — sees all on boe buoy—for the ashore in the bree cars beneath the frail craft disapp tain and himself waves with the ca end of him aboard. Is that on view at th The picture will

months. un Luke Cosgrave Maurice Flynn, and Sam Appel Lillian Leighton sporting roles have important s the fastest mov this picture, one of to mention or ing sea stories, n ovely entertainin of the most gen has come to th productions, whic in mar screen at the

(Review No. 2)

If it's action y in the Paramou the Sea," whic picture, "Code of Theatre opened at the Rocque and Ja last night. Rod L featured in t queline Logan an the production, principal roles of eming.

After "The Ter a 'Tomorrow' and "The Dawn to find a me than La Rocq a pretty hard any picture eith a popular combin is certain and Miss Logan and judging fr of this pair app and it at the be a sure-fire hi e Sea" is more the reception acc

There's not edge of your s wondering ju not sitting on the is coming do open-mouthed his small boat into the sea ing to decide send him hurtli layer is going when you're not and show th snap out of it his father clever seamen a ben the 'only before him, but him that she in the world' tel lieves in him come his cowar to happen. can and will ove re looking

If it's action here it is—PLUS!

(Review No. 3)

Rod La Rocque in the Param the Sea," at are all this w

"Code of the Sea" YOU VALUABLE PUBLICITY

Additional press sheets at your exchange if you need them.



Press Reviews

(Review No. 1)

"Code of the Sea" is a Victor Fleming production for Paramount, featuring Rod La Rocque and Jacqueline Logan, was shown in the Theatre yesterday.

The story is an original for the screen by Byron Morgan, author of "The Lightship" and "The Northern", which has been a success. Bertram Millhauser made the adaptation.

In the picture, the role of Bruce Mc Dow is played by George Fawcett, who has been a success in many of Wally Reid's automobile successes.

Hayden (Miss Logan) is a sweet heart, goes to the same time breaking up fast. The passenger steamer Northern, Captain Hayden, plays by George Fawcett, is trying to make port with three hundred passengers. A wireless message from the steamer orders McDow to remain at his station so the Northern can clear the reef in safety.

The lightship springs one of her forward chains, and McDow orders his men to ride out until they break loose. He goes out to the Neroid in a small boat, picking up a life-line, which has been shot out from a shore station and fallen short. He just about makes the Neroid in time—sees all on board taken safely ashore in the breeze buoy—for the frail craft disappears beneath the waves with the captain and himself aboard. Is that the end of him? The picture will be on view at the Theatre for a run of several days.

Maurice Flynn, Luke Cosgrave, Lillian Leighton and Sam Appell have important supporting roles in this picture, one of the fastest moving sea stories, not to mention one of the most generally entertaining productions, which has come to the screen at the Theatre in many months.

(Review No. 2)

If it's action you're looking for, here it is—PLUS in the Paramount picture, "Code of the Sea," which opened at the Theatre last night. Rod La Rocque and Jacqueline Logan are featured in the principal roles of the production, directed by Victor Fleming.

After "The Ten Commandments" and "The Dawn of a Tomorrow" it's a pretty hard job to find a more popular combination than La Rocque and Miss Logan. Any picture either of this pair appears in is certain to be a sure-fire hit, and, judging from the reception accorded it at the Theatre, "Code of the Sea" is more of a knockout than either.

There's not a moment during the running of the picture, when you're not sitting on the edge of your seat—wondering just when a big wave is coming down upon La Rocque in his small boat and sending him hurtling into the sea or trying to decide just when the same player is going to snap out of it and show these "clever" seamen a thing or two. He's a coward, yes, just as his father was before him, but when the "only girl in the world" tells him that she believes in him—that she knows he can and will overcome his cowardice—then things begin to happen.

If it's action you're looking for, here it is—PLUS!

(Review No. 3)

Rod La Rocque and Jacqueline Logan are featured in the Paramount picture, "Code of the Sea," at the Theatre all this week.

Special Stories

What Rod La Rocque has to Say About Cowards

ARE you highly imaginative? Then it would be easy for you to become a coward according to Rod La Rocque, Paramount actor, who portrays such a character in "Code of the Sea", in which he is featured with Jacqueline Logan.

"I find an analysis," he says, "that men of low intellect rarely flinch in the face of danger. Their sluggish

consequences of a sudden menace and so they seem to know no fear.

"On the other hand a man who has mental vision can visualize how almost any dangerous encounter can end. If he is faced by a fist fight his brain telegraphs to him a veritable photo of himself being battered into insensibility. If he is in a position where he must rescue another from a fire—as occurs to me in 'Code of the Sea'—he can really feel flames scorching his skin.

"To my mind if a man is imaginative and still is not a coward he is a greater hero by far than his brother, who, because of his mental deficiencies, cannot truly be cognizant of harm."

"Code of the Sea," adapted from the original story by Byron Morgan, author of all Wally Reid's automobile successes, comes to the Theatre for a run of several days next.

"Code of the Sea" Due for Showing Here Soon

"Code of the Sea," a new Victor Fleming production for Paramount, featuring Rod La Rocque and Jacqueline Logan, comes to the Theatre for a run of several days next.

The story, a roaring action-tale of the sea, is an original for the screen by Byron Morgan, author of all of Wally Reid's automobile successes. La Rocque has the role of a first mate on the lightship Barrier Reef. Miss Logan has the role of Jenny Hayden, daughter of the Captain of the steamer Northern (George Fawcett plays this part). The big punch in "Code of the Sea" comes when McDow (La Rocque) receives a wireless message from Jenny's yacht that they are breaking up on a reef. Simultaneous with Jenny's message comes one from the Northern, trying to make port in safety with over three hundred passengers aboard. It orders McDow to remain at his station.

The Northern plunges onward into the storm; the yacht continues helpless on the reef. What's McDow doing in the meantime? Here's a question everyone will want answered—and how better than by seeing the picture.

Besides George Fawcett, others in the strong supporting cast of this picture include Maurice Flynn, Luke Cosgrave, Lillian Leighton and Sam Appell. Bertram Millhauser adapted the production to the screen.

The World's Very First Motion Picture Stowaway

Mildred Tane of San Pedro, Calif., is the world's first motion picture stowaway.

Members of Paramount's "Code of the Sea" company found her hidden aboard the yacht Louise, which was being used by the motion picture people outside of San Pedro harbor for water scenes. The Louise had been at sea for four hours before the girl revealed herself.

"I've tried to get in the movies every way and failed," she confided to Jacqueline Logan, co-featured with Rod La Rocque in "Code of the Sea."

"I heard that a movie company was going to use this yacht. So I stole aboard and hid in a life-boat in the hope that I could meet a motion picture director and get my opportunity."

Director Victor Fleming, instead of consigning the ambitious girl "to the hold in irons," made her a guest for the remainder of the day. Later, Miss Tane got her first chance before a camera at the Paramount Studios in a house party sequence in "Code of the Sea," which comes next to the Theatre.

Patiently Waiting for Their Ship to Come UP

Time and tide wait for no man, but men often wait for the tides—even in the making of motion pictures.

The tide was entirely responsible when Victor Fleming's "Code of the Sea" company, in which Rod La Rocque and Jacqueline Logan are featured, waited six weary night hours on the wharf at San Pedro, Calif., to get scenes of a yacht essential to the dramatic progress of the production.

Arriving at the wharf at seven o'clock to film the night sequence the motion picture players found that the anchored yacht's deck was several feet below the line of the dock. Not being mariners they had forgotten that seven o'clock was low tide. At one o'clock the next morning high tide would be in, they were told, and so there was nothing to do but wait. Slowly, but inevitably, the incoming tide raised the yacht to the desired photographic angle. Work started a few minutes before one and continued until dawn.

Then the weary "Code of the Sea" company tumbled into waiting automobiles and were whisked to Hollywood, much wiser in the affairs of the mighty, restless ocean.

"Code of the Sea" is an original screen story by Byron Morgan, author of "Racing Hearts" and "Flaming Barriers." It will be shown at the Theatre on to remain until next.

What's to be Done with a Fellow Like This—What?

Probably the same person, who told little Johnny Jones that there isn't any Santa Claus, has exploded Jacqueline Logan's belief in the legend that if you hold a sea shell to

Old Three-Master Used in Scenes of "Code of the Sea"

Bloody Story Attached to One-Time Trim Pacific Ship-ping Schooner

A SAILING ship, whose decks ran red with the blood of a mutinous crew more than fifty-one years ago, was used by Paramount in filming scenes for "Code of the Sea," in which Rod La Rocque and Jacqueline Logan are featured.

This old three-master, in the heyday of its glorious youth, was known as one of the smartest schooners plying the Pacific coast.

On a day around 1840, a cargo from San Francisco to New York, a heavy storm made its captain anxious to abandon the vessel. The captain with a few loyal seamen fought the mutinous ones into submission. Four lives were lost in the encounter and many more, including the captain, were grievously wounded.

For "Code of the Sea," which Victor Fleming directed, the schooner was renamed "The Chink." Restored to some of its former trimness it furnished the background for some of the most vigorous scenes in this sea story by Byron Morgan, which comes next to the Theatre.

There's an all-star supporting cast.

Powerful Cast in New Paramount Production

An unusually strong combination of talent has been assembled by Paramount for the Victor Fleming production, "Code of the Sea," which comes to the Theatre next to remain for several days.

Rod La Rocque and Jacqueline Logan are featured in the principal roles.

La Rocque, because of his signal successes in Cecil B. De Mille's "The Ten Commandments," "Triumph," is regarded on all sides as having "arrived." Miss Logan likewise has received popular approbation for her work in such photoplays as "The Light That Failed," "The Dawn of a Tomorrow." Both of these were George Melford productions.

These two artists personify all of the romance and fire of youth and hope. In this production the combination of their abilities results in new triumphs for both.

Besides these two luminaries, the cast of "Code of the Sea" includes Maurice Flynn, George Fawcett, Luke Cosgrave, Lillian Leighton and Sam Appell.

Byron Morgan, author of many of the stories, which starred the late Wallace Reid, wrote "Code of the Sea" especially for Paramount production and it was scenarized by Bertram Millhauser.

You Never Know What's Next in the Movies, Says Flynn

"You never know your luck," says Maurice Flynn, who has an important supporting role in the Victor Fleming Paramount production, "Code of the Sea," coming to the Theatre on

Just before production on this picture was started, Flynn returned from a vacation of two months in Bermuda and was ready to face a long spring and summer confined in a studio. Then he chanced to meet Victor Fleming.

"I want you for 'Code of the Sea,'" declared the director. "We leave tomorrow for San Francisco to film water scenes that will take two weeks. Be ready."

"Code of the Sea" YOU VALUABLE PUBLICITY



it to the editors.

Additional press sheets at your exchange if you need them.

Press Reviews

(Review No. 1)

"Code of the Sea" is a Victor Fleming production for Paramount, featuring Rod La Rocque and Jacqueline Logan, shown at the Theatre yesterday.

The story is an original for the screen by Byron Morgan, author of many of Wally Reid's successes. Bertram Millhauser made the adaptation.

In the picture, Rod La Rocque has the role of Bruce Mc Dow, the light ship Ba-

original for the Morgan, author of Reid's automobile Millhauser made

Rocque has the first mate on

Special Stories

What Rod La Rocque has to Say About Cowards

ARE you highly imaginative? Then it would be easy for you to become a coward according to Rod La Rocque, Paramount actor, who portrays such a character in "Code of the Sea", in which he is featured with Jacqueline Logan.

"I find an analysis," he says, "that men of low intellect rarely flinch in

The World's Very First Motion Picture Stowaway

Mildred Tane of San Pedro, Calif., is the world's first motion picture stowaway.

Members of Paramount's "Code of the Sea" company found her hidden aboard the yacht Louise, which was being used by the motion picture people outside of San Pedro harbor for water scenes. The Louise had been at sea for four hours before the girl revealed herself.

"I've tried to get in the movies every way and failed," she confided to Jacqueline Lo-

Old Three-Master Used in Scenes of "Code of the Sea"

Bloody Story Attached to One-Time Trim Pacific Shipping Schooner

A SAILING ship, whose decks ran red with the blood of a mutinous crew more than fifty-one years ago, was used by Paramount in filming scenes for "Code of the Sea," in which Rod La Rocque and Jacqueline Logan are featured.

This old three-master, in the hey-day of its glorious youth, was known as one of the smartest schooners p-

on a trip around the world. One cargo from San Francisco to New York, a heavy storm made its captain anxious to abandon the vessel. A captain with a few loyal seamen fought the mutinous ones into submission. Four lives were lost in the encounter and many more, including the captain, were grievously wounded.

For "Code of the Sea," which Victor Fleming directed, the schooner was renamed "The Chink." Restored to some of its former trimness it furnished the background for some of the most vigorous scenes in this sea story by Byron Morgan, which comes next to the Theatre.

There's an all-star supporting cast.

Powerful Cast in New Paramount Production

An unusually strong combination of talent has been assembled by Paramount for the Victor Fleming production, "Code of the Sea," which comes to the Theatre next to remain for days.

Rod La Rocque and Jacqueline Logan are featured in the principal roles.

La Rocque, because of his signal successes in Cecil B. De Mille's "The Ten Commandments," "Triumph," is regarded on all sides as having "arrived." Miss Logan likewise has received popular approbation for her work in such photoplays as "The Light That Failed," "The Dawn of a Tomorrow." Both of these were George Melford productions.

These two artists personify all of the romance and fire of youth and hope. In this production the combination of their abilities results in new triumphs for both.

Besides these two luminaries, the cast of "Code of the Sea" includes Maurice Flynn, George Fawcett, Luke Cosgrave, Lillian Leighton and Sam Appell.

Byron Morgan, author of many of the stories, which starred the late Wallace Reid, wrote "Code of the Sea" especially for Paramount production and it was scenarized by Bertram Millhauser.

You Never Know What's Next in the Movies, Says Flynn

"You never know your luck," says Maurice Flynn, who has an important supporting role in the Victor Fleming Paramount production, "Code of the Sea," coming to the Theatre on

Just before production on this picture was started, Flynn returned from a vacation of two months in Bermuda and was ready to face a long spring and summer confined in a studio. Then he chanced to meet Victor Fleming.

"I want you for 'Code of the Sea'," declared the director. "We leave tomorrow for San Francisco to film water scenes that will take two weeks. Be ready."

(Review No. 2)

If it's action you're looking for, here it is—PLUS in the Paramount picture, "Code of the Sea," which opened at the Theatre last night. Rod La Rocque and Jacqueline Logan are featured in the principal roles of the production, directed by Victor Fleming.

After "The Ten Commandments" and "The Dawn of a Tomorrow" it's a pretty hard job to find a more popular combination than La Rocque and Miss Logan. Any picture either of this pair appears in is certain to be a sure-fire hit, and, judging from the reception accorded it at the Theatre, "Code of the Sea" is more of a knockout than a hit.

There's not a moment during the running of the picture, when you're not sitting on the edge of your seat—wondering just when a big wave is coming down upon La Rocque in his small boat and sending him hurtling into the sea or when you're not trying to decide just when this same player is going to "snap out of it" and show these "clever" seamen a thing or two. He's a coward, yes, just as his father was before him, but when the "only girl in the world" tells him that she believes in him—that she knows he can and will overcome his cowardice—then things begin to happen.

If it's action you're looking for, here it is—PLUS!

(Review No. 3)

Rod La Rocque and Jacqueline Logan are featured in the Paramount picture, "Code of the Sea," at the Theatre all this week.

consequences of a sudden menace and so they seem to know no fear.

"On the other hand a man who has mental vision can visualize how almost any dangerous encounter can end. If he is faced by a fist fight his brain telegraphs to him a veritable photo of himself being battered into insensibility. If he is in a position where he must rescue another from a fire—as occurs to me in 'Code of the Sea'—he can really feel flames scorching his skin.

"To my mind if a man is imaginative and still is not a coward he is a greater hero by far than his brother, who, because of his mental deficiencies, cannot truly be cognizant of harm."

"Code of the Sea," adapted from the original story by Byron Morgan, author of all Wally Reid's automobile successes, comes to the Theatre for a days' run next

"Code of the Sea" Due for Showing Here Soon

"Code of the Sea," a new Victor Fleming production for Paramount, featuring Rod La Rocque and Jacqueline Logan, comes to the Theatre for a run of days next

The story, a roaring action-tale of the sea, is an original for the screen by Byron Morgan, author of all of Wally Reid's automobile successes. La Rocque has the role of a first mate on the lightship Barrier Reef. Miss Logan has the role of Jenny Hayden, daughter of the Captain of the steamer Northern (George Fawcett plays this part). The big punch in "Code of the Sea" comes when McDow (La Rocque) receives a wireless message from Jenny's yacht that they are breaking up on a reef. Simultaneous with Jenny's message comes one from the Northern, trying to make port in safety with over three hundred passengers aboard. It orders McDow to remain at his station.

The Northern plunges onward into the storm; the yacht continues helpless on the reef. What's McDow doing in the meantime? Here's a question everyone will want answered—and how better than by seeing the picture.

Besides George Fawcett, others in the strong supporting cast of this picture include Maurice Flynn, Luke Cosgrave, Lillian Leighton and Sam Appell. Bertram Millhauser adapted the production to the screen.

Patiently Waiting for Their Ship to Come UP

Time and tide wait for no man, but men often wait for the tides—even in the making of motion pictures.

The tide was entirely responsible when Victor Fleming's "Code of the Sea" company, in which Rod La Rocque and Jacqueline Logan are featured, waited six weary night hours on the wharf at San Pedro, Calif., to get scenes of a yacht essential to the dramatic progress of the production.

Arriving at the wharf at seven o'clock to film the night sequence the motion picture players found that the anchored yacht's deck was several feet below the line of the dock. Not being mariners they had forgotten that seven o'clock was low tide. At one o'clock the next morning high tide would be in, they were told, and so there was nothing to do but wait. Slowly, but inevitably, the incoming tide raised the yacht to the desired photographic angle. Work started a few minutes before one and continued until dawn.

Then the weary "Code of the Sea" company tumbled into waiting automobiles and were whisked to Hollywood, much wiser in the affairs of the mighty, restless ocean.

"Code of the Sea" is an original screen story by Byron Morgan, author of "Racing Hearts" and "Flaming Barriers." It will be shown at the Theatre on to remain until next.

What's to be Done with a Fellow Like This—What?

Probably the same person, who told little Johnny Jones that there isn't any Santa Claus, has exploded Jacqueline Logan's belief in the legend that if you hold a sea shell to

us into small boats, in which we were to make our way to the tug, which stood off about twenty yards waiting to pick us up. None of us ever knew that twenty yards of water could contain so much fury. One of our little shells capsized throwing three extra men into the teeth of the racing waves. Fortunately they were picked up before anything happened to them.

"We all got a thrill that won't be seen on the screen, but it was of invaluable benefit to all of us, for it enabled us to appreciate the stark horror of being in danger at sea"—a vital dramatic issue in "Code of the Sea," which comes to the.....

Theatre on..... The picture was adapted to the screen from the original story by Bertram Millhauser. Those in the strong supporting cast include George Fawcett, Maurice Flynn, Luke Cosgrave, Lillian Leighton and Sam Appell.

"S.O.S." Signal Caught by Paramount Players

While filming water scenes for Paramount's "Code of the Sea," near San Pedro, Calif., the radio operator aboard the motion picture company's yacht "Louise," picked up a genuine signal for help from a ship far out on the Pacific.

Only fragments of the wireless distress call could be clearly ascertained.

A unique point in the occurrence was that the yacht "Louise" was to be used that very night for storm scenes in "Code of the Sea," in which Rod LaRocque and Jacqueline Logan are featured. Part of the dramatic action of this Byron Morgan story calls for the yacht to radio for help and to capsize in a heavy storm.

"Code of the Sea," which will be the feature at the..... all this week, is a story of the regeneration of a coward through his love for a wonderful girl. It's a sea tale packed with action and genuine thrills. George Fawcett, Maurice Flynn and others play in support.

Fleming Gets Some Action, but Nearly Loses His Life

Getting a group of deep sea sailors sufficiently angry to register emotional violence for a motion picture camera almost ended disastrously for Victor Fleming during the production of the Paramount picture, "Code of the Sea," coming next..... to the..... Theatre.

Fleming was filming a scene aboard a lightship in which a crew of sailors were planning to mutiny. Somehow the tars couldn't act like surly villains.

"Act, you clam diggers!" mega phoned Fleming.

The sailors did. One by one they began to scowl surlily, baring their teeth fighting mad. The camera clicked away, and the scene was finished.

But the ocean rovers were not satisfied with malice aforethought

and to get results, had insulted them by dubbing them clam-diggers. To mariner a clam digger is a cowardly person, who is afraid to leave the shore and go to sea.

Fleming, together with Rod LaRocque and Jacqueline Logan, featured in "Code of the Sea," spent ten minutes mollifying the irate crew. Finally the men saw the joke. And all was well.

To be Bearded or NOT to be —That Is NOT the Question

To be bearded or not to be bearded is no longer a question to Luke Cosgrave, veteran Paramount character actor.

"I find," he says, "that it pays to have a full growth of whiskers. If a director wants a bearded man right away you can fill the role and should he want a smooth faced actor, well, it's easy to shave."

In "Code of the Sea," which will be shown at the..... on....., Cosgrave disports in the fierce mustachios of a redoubtable sea captain in support of the featured players, Rod LaRocque and Jacqueline Logan. It's a Byron Morgan story, directed by Victor Fleming.

men, who go out to sea and who Logan is featured with Rod LaRocque. La Rocque's great grandfather was a French mariner, who perished when his ship foundered and sunk in a gale off the coast of Spain. His widow lived only nine months afterwards, dying of grief. And the story of this love is one of the most sacred traditions of the La Rocque family.

"When I was a child," relates the actor, "my grandmother used to tell me of the exploits of my great grandfather and of his wife. Up to that time the LaRocque family had much of its interests tied up in the sea in shipping ventures. But the tragedy which was really a double affair caused all of my relatives to withdraw from any associations identified with water."

"Code of the Sea," with George Fawcett and others in the supporting cast, opens next..... at the.....

Morgan Transfers Real Incident to the Screen

"In writing 'Code of the Sea,'" says Morgan, "I had an alleged coward for a central character. He was a man who doubted his lack of backbone. He wanted to test himself."

"Memory dictated to me a parallel case, which I encountered in college days. It concerned a football player, whose reputed cowardice had been responsible for losing a crucial game. His team mates said he had been afraid to tackle a rough opponent."

"Shamed, the player became a recluse. He wondered in his own mind if his accusers were true."

"One night each member of the football team received a mysterious summons to come to this fellow's room. He had a large iron kettle on a table and in it he had built a charcoal fire. Before anyone guessed his intention the alleged coward thrust his bare fist into the heart of the searing coals. It was some time before his astounded audience recovered sufficiently to tear him away."

"You see," he kept saying, "I'm not a coward, now am I?"

"This is the incident I transferred to 'Code of the Sea,' and to my mind it constitutes a great piece of realism, especially because of its veracity," Morgan declared. For in the picture Rod LaRocque holds his hand over a lamp flame until the skin begins to burn and, when he cannot stand it any longer, faints—just to convince himself that he is not a coward."

La Rocque is featured with Jacqueline Logan in the production, which opens next..... at the..... Theatre.

George Fawcett in Cast of Picture, "Code of the Sea"

George Fawcett, one of the veteran actors who started his careers way back in eighteen hundred—and something, weathered all the storms and hardships of a growing profession and who is today one of the most beloved men on either stage or screen, has the role of a rough and ready old sea dog in the new Victor Fleming production for Paramount,

"Code of the Sea," which will be shown at the..... Theatre next.....

Rod LaRocque and Jacqueline Logan are featured players in the picture, an original screen story by Byron Morgan. Mr. Fawcett has a role not unlike that he essayed in Thomas Meighan's picture, "Home-ward Bound." Those who have seen "Code of the Sea" say Fawcett has the finest role of his lengthy career in this production.

There She Blows!

A whale, now a rarity in the waters of the Pacific off Southern California, was sighted by the entire cast of Victor Fleming's "Code of the Sea" company, while filming water scenes aboard the yacht Louise just outside the harbor of San Pedro. Jacqueline Logan, who is featured in the production with Rod LaRocque, first saw the "blow," which was about five feet deep.

"Look at the traveling geyser!" she exclaimed.

But the yacht's captain identified the geyser-like spouting.

"It's a whale that has been loafing about the harbor for several weeks. We see them hereabouts five or six times a year," he said.

"Code of the Sea" comes to the..... Theatre for a run of..... days next.....

There comes a night, when a violent storm at sea, with strong gusts of wind and driving rains arises. The yacht Neroid, with Jenny (Miss Logan) as a passenger, is trying to stagger to port against the fury of the demoniac elements. At the same time the passenger ship Northern, captained by Jenny's father (George Fawcett), has lost its propeller.

By wireless, McDow (La Rocque), commander of a lightship, learns of the plight of both. The Northern commands him to stay at his post so that it can bring its human cargo to shore, and simultaneously the Neroid flashes that it is sinking.

Duty requires McDow, the coward, to stay at his post. The code of the sea is that no lightship can leave its moorings until relieved. Jenny on the Neroid faces death. On the yacht only a handful are endangered, while on the Northern there are hundreds dependent upon his decision.

And it is this decision which supplies the smashing, spectacular climax of "Code of the Sea," which will be shown during the week of..... at the.....

The story was written for Paramount production by Byron Morgan and is considered one of the most powerful ever transferred to film.

"Code of the Sea" Gripping Sea Story of Regeneration

"Code of the Sea," a Paramount picture, featuring Rod LaRocque and Jacqueline Logan, is said to be the last word in sea stories. Written by Byron Morgan and produced by Victor Fleming, it is claimed that this picture will create nothing short of a sensation with its marvelous scenes and photographic effects.

The story is one of regeneration. It concerns a young lad, first mate on a lightship, a coward, regenerated through circumstance and his love for a girl. Jenny Hayden, played by Miss Logan, goes for a cruise on the yacht Neroid. It is caught on a reef in a storm and McDow (La Rocque) picks up its "S.O.S." The steamer, Northern, captained by Jenny's father, is trying to make shore and orders McDow to remain at his station so he can safely clear the reef with his three hundred passengers. McDow is frantic. Rules say remain at his station—but Jenny is in danger. What does he do? That's just it—what DOES he do? The picture shows it all graphically and entertainingly. Better see it!

George Fawcett, Maurice Flynn, Luke Cosgrave, Lillian Leighton and other big names appear in the supporting cast.

La Rocque and Jacqueline Logan Featured in New Film

Rod LaRocque and Jacqueline Logan are featured in the Paramount picture, "Code of the Sea," which comes next..... to the Theatre. It's a Victor Fleming production, adapted to the screen by Bertram Millhauser from the original story by Byron Morgan.

Picture fans will remember LaRocque as the hero of "The Ten Commandments" and in "A Society Scandal" with Gloria Swanson and in "Triumph." Miss Logan recently made a big bid for stardom in "The Lightship" and "The Dawn of Tomorrow."

LaRocque has the role of a seafaring lad, branded a miserable coward by his associates. Miss Logan is cast as the daughter of a hardened old sea captain, which role, by the way, is played by George Fawcett. Maurice Flynn and Luke Cosgrave also have important parts.

"Code of the Sea" is a clean-cut action-melodrama that is sure to please.

"Code of the Sea" Coming

"Code of the Sea," a new Paramount picture, with Rod LaRocque and Jacqueline Logan, is due at the..... Theatre on..... to remain for..... days. Naturally, it's a sea story. Victor Fleming, who made "To the Last Man," "The Call of the Canyon," "The Law of the Lawless," etc., directed.

Some of the big scenes include a series of storm episodes, a leap by LaRocque across a yawning chasm. This is a REAL thrill. The scene, in which the passengers of a grounded yacht are rescued from the shore by means of a breeches buoy, is a novelty. And then, when the yacht disappears beneath the waves—LaRocque and the captain with it, you'll surely think it's the end. But there's a happy climax to the picture. It'll do you good to see it.

ders McDow to remain at his station in safety. The Northern can clear the reef

The lightship stays forward chains, but his men to ride break loose. He put McDow orders roid in a small boat out until they line, which has been picked out to the shore station and picking up a life-just about makes the shot out from a—sees all on board fallen short. He ashore in the breeze Neroid in time frail craft disappears taken safely waves with the capes buoy—for the aboard. Is that stars beneath the The picture will be obtain and himself..... unhe end of him?..... on view at the

Maurice Flynn, Lillian Leighton, Luke Cosgrave, have important supporting roles in this picture, one of the fastest moving productions, which has come to the screen at the..... in many months.

(Review No. 2)

If it's action you're looking for, here it is—PLUS! picture, "Code of the Sea," which opened at the..... Theatre last night. Rod LaRocque and Jacqueline Logan are the principal roles of the production, directed by Victor Fleming.

After "The Ten Commandments" and "The Dawn of Tomorrow" it's a pretty hard task to find a more popular combination than LaRocque and Miss Logan. Any picture either of this pair appears is a sure-fire hit in the reception accorded it at the..... "Code of the Sea" is more of a knockout than the last.

There's not a running of the moment during the picture, when you're not sitting on the edge of your seat—open-mouthed, wondering just when a big wave is coming down upon LaRocque in his small boat and sending him hurtling into the sea or when you're not trying to decide just 'snap out of it' if the player is going to be a coward, yes, just and show these before him, but as his father was in the world' tell him that she believes in him—then things begin to happen. If it's action you're looking for, here it is—PLUS!

(Review No. 3)

Rod LaRocque and Jacqueline Logan are featured in the Paramount picture, "Code of the Sea," at the..... Theatre all this week.

The picture, which opened yesterday, was adapted from an original screen story by Byron Morgan, promoter of the picture. The story has a regeneration of a not unlike that of The Fighting Coward, entirely different treatment. Directed by Victor Fleming, "Code of the Sea" should be one of the most interesting films of the current season. It has a great heart-interest and a compelling story, which is really something else—

every two out water shot.

If you liked "The Ten Commandments," "A Society Scandal," and "Triumph," you'll rave over him in this one. He's one of the new leading men on the screen, who are more than just pretty boys. An you haven't seen him at her best until you've seen "Code of the Sea."

Your ship of thrills will come one! day with its cargo of in when you see this

And the supporting cast! There's Maurice Flynn, Luke Cosgrave, Lillian Leighton and Sam Appell.

Last Time Today

The final showings of the Victor Fleming Paramount production, "Code of the Sea," which opened at the..... Theatre last night, will be held there this afternoon and evening. Rod LaRocque and Jacqueline Logan are the principal roles of the picture. Maurice Flynn, Luke Cosgrave, Lillian Leighton and other well known players appear in the strong supporting cast. Byron Morgan, author of "Racing Hearts," wrote the story, which was adapted to the screen by Bertram Millhauser.

just three hundred passengers. A wireless message from the ship at his station so the Northern clear the reef in safety.

The lightship forward chains, but his men to ride break loose. He picked out a life-line, which has been shot out from a shore station and just about makes it—sees all on board the craft disappear beneath the waves with the end of him? The picture will be on view at the ...

Maurice Flynn, Lillian Leighton and Sam Appell have important supporting roles in this picture, one of the most exciting sea stories, not only in the production, which has come to the screen at the ... months.

(Review No. 2)

If it's action you're looking for, here it is—PLUS the picture, "Code of the Sea," which opened at the ... Theatre last night. Rod La Rocque and Jacqueline Logan are featured in the principal roles of the production, directed by Victor Fleming.

After "The Ten Commandments" and "The Dawn of a New Day," it's a pretty hard job to find a more popular combination than La Rocque and Miss Logan in a picture either in is certain to be a sure-fire hit, judging from the reception at the ... "Code of the Sea" is more of a knockout than anything during the ... There's not a moment when you're running of the edge of your seat not sitting on the wondering just — open-mouthed, is coming down when a big wave hits his small boat and upon La Rocque into the sea or send him hurtling to decide just when you're not to play is going to when this same and show these 'snap out of it' thing or two. He's 'clever' seamen as his father was a coward, yes, just when the 'only girl before him, but he him that she be in the world' tell that she knows he lies in him — come his cowardice can and will over in to happen. —then things be you're looking for, If it's action here it is—PLUS!

(Review No. 3)

Rod La Rocque and Jacqueline Logan are featured in the Paramount picture, "Code of the Sea," at the ... Theatre all this week. The picture, which opened yesterday, was adapted from an original screen story by Byron Morgan, prominent magazine writer, regeneration of a to do with the not unlike that of a toward, a theme The Fighting Coward, James Cruze's entirely different ard", yet with ected by Victor Fleming, "Code of the Sea" should prove one of the most interesting films of the current season. It has a great appealing story, something else — every two out water shot.

If you like "The Ten Commandments", "Triumph", "A Social Scandal" and the He's one of the new leading men on the screen, who are more than just pretty boys. And you haven't seen Jacqueline Logan at her best until your ship of thrills will come one!

And the supporting cast! There's Maurice Flynn, Luke Cosgrave, Lillian Leighton and Sam Appell.

Last Times Today

The final showings of the Victor Fleming Paramount production, "Code of the Sea," which opened at the ... Theatre last night, will be held there this afternoon and evening. Rod La Rocque and Jacqueline Logan are featured in the principal roles of the picture. Maurice Flynn, Lillian Leighton and Sam Appell are other well known players appearing in the strong supporting cast. Byron Morgan, author of "Racing Hearts" and "Flaming Barriers," wrote the story, which was adapted to the screen by Bertram Millhauser.

brain telegraphs to him a veritable photo of himself being battered into insensibility. If he is in a position where he must rescue another from a fire—as occurs to me in 'Code of the Sea'—he can really feel flames scorching his skin.

"To my mind if a man is imaginative and still is not a coward he is a greater hero by far than his brother, who, because of his mental deficiencies, cannot truly be cognizant of harm."

"Code of the Sea," adapted from the original story by Byron Morgan, author of all Wally Reid's automobile successes, comes to the ... Theatre for a ... days' run next ...

"Code of the Sea" Due for Showing Here Soon

"Code of the Sea," a new Victor Fleming production for Paramount, featuring Rod La Rocque and Jacqueline Logan, comes to the ... Theatre for a run of ... days next ...

The story, a roaring action-tale of the sea, is an original for the screen by Byron Morgan, author of all of Wally Reid's automobile successes. La Rocque has the role of a first mate on the lightship Barrier Reef. Miss Logan has the role of Jenny Hayden, daughter of the Captain of the steamer Northern (George Fawcett plays this part). The big punch in "Code of the Sea" comes when McDow (La Rocque) receives a wireless message from Jenny's yacht that they are breaking up on a reef. Simultaneous with Jenny's message comes one from the Northern, trying to make port in safety with over three hundred passengers aboard. It orders McDow to remain at his station.

The Northern plunges onward into the storm; the yacht continues helpless on the reef. What's McDow doing in the meantime? Here's a question everyone will want answered—and how better than by seeing the picture.

Besides George Fawcett, others in the strong supporting cast of this picture include Maurice Flynn, Luke Cosgrave, Lillian Leighton and Sam Appell. Bertram Millhauser adapted the production to the screen.

Fleming's Contract Keeps Him from Getting "Flighty"

That Victor Fleming, Paramount producer, must "keep his feet on the ground" during the making of "Code of the Sea," in which Rod La Rocque and Jacqueline Logan are co-featured, is a provision in the director's contract.

Fleming is a flying enthusiast and between working days takes many a skim into the skies over Hollywood and Los Angeles. He has been flying for nine years and has owned a ...

In curtailing Fleming's birdlike tendencies Paramount was assured that "Code of the Sea" would be finished by the same talented director who started it.

"Code of the Sea" comes to the ... Theatre on ... to remain for ... days. It is said to be the biggest and best sea story that's ever come out of the Paramount plant. George Fawcett, Maurice Flynn, Luke Cosgrave, Lillian Leighton and Sam Appell play in the supporting cast.

Jacqueline Logan Injured Filming "Code of the Sea"

A number of painful bruises on the right forearm were sustained by Jacqueline Logan, Paramount actress, when she was struck by the snapped end of a ship's hawser during production of "Code of the Sea."

Miss Logan was standing on the deck of the yacht "Louise," which was being maneuvered into its moorings, and talking to Rod La Rocque, who is featured with her in the production, when the strained hawser broke and struck her.

The picture opens a ... days' run at the ... Theatre next ... Victor Fleming directed.

Director Victor Fleming, instead of consigning the ambitious girl "to the hold in irons," made her a guest for the remainder of the day. Later, Miss Tane got her first chance before a camera at the Paramount Studios in a house party sequence in "Code of the Sea," which comes next ... to the ... Theatre.

Patiently Waiting for Their Ship to Come UP

Time and tide wait for no man, but men often wait for the tides—even in the making of motion pictures.

The tide was entirely responsible when Victor Fleming's "Code of the Sea" company, in which Rod La Rocque and Jacqueline Logan are featured, waited six weary night hours on the wharf at San Pedro, Calif., to get scenes of a yacht essential to the dramatic progress of the production.

Arriving at the wharf at seven o'clock to film the night sequence the motion picture players found that the anchored yacht's deck was several feet below the line of the dock. Not being mariners they had forgotten that seven o'clock was low tide. At one o'clock the next morning high tide would be in, they were told, and so there was nothing to do but wait.

Slowly, but inevitably, the incoming tide raised the yacht to the desired photographic angle. Work started a few minutes before one and continued until dawn.

Then the weary "Code of the Sea" company tumbled into waiting automobiles and were whisked to Hollywood, much wiser in the affairs of the mighty, restless ocean.

"Code of the Sea" is an original screen story by Byron Morgan, author of "Racing Hearts" and "Flaming Barriers." It will be shown at the ... Theatre on ... to remain until ... next.

What's to be Done with a Fellow Like This—What?

Probably the same person, who told little Johnny Jones that there isn't any Santa Claus, has exploded Jacqueline Logan's belief in the legend that if you hold a sea shell to your ear you can hear the roars of the sad sea waves.

But while on location with Victor Fleming's "Code of the Sea" company, pretty Jacqueline's romantic credulency was shattered by Rod La Rocque, with whom she is featured.

"It's the sound of the blood coursing through the veins of your hand and magnified by the shell's physical construction, that you hear," declared La Rocque. "I just found it out ..."

So for a time at least all sea scene deductions are in ill favor with Miss Logan.

"Code of the Sea" will open next ... at the ... George Fawcett and Maurice Flynn have prominent supporting roles.

You Tell Us!

Why does a deep sea sailor forever appear to be raking the insides of his cheeks with his tongue?

Victor Fleming, director of "Code of the Sea," in which Rod La Rocque and Jacqueline Logan are featured, pondered over the mystery while on location, making water scenes for this Paramount picture, which comes to the ... Theatre next ... Almost every tar with whom he came in contact had the same mannerism. Investigation did not offer a solution, but the mannerism has been appropriated by Luke Cosgrave to lend sincerity to his role of a captain of a fishing smack.

Cosgrave has a splendid character part in support of the principal players in the picture. Others in the cast are George Fawcett, Maurice Flynn, Lillian Leighton and Sam Appell.

encounter and many more, the captain, were grievously wounded.

For "Code of the Sea," which Victor Fleming directed, the schooner was renamed "The Chink." Restored to some of its former trimness it furnished the background for some of the most vigorous scenes in this sea story by Byron Morgan, which comes next ... to the ... Theatre.

There's an all-star supporting cast.

Powerful Cast in New Paramount Production

An unusually strong combination of talent has been assembled by Paramount for the Victor Fleming production, "Code of the Sea," which comes to the ... Theatre next ... to remain for ... days.

Rod La Rocque and Jacqueline Logan are featured in the principal roles.

La Rocque, because of his signal successes in Cecil B. De Mille's "The Ten Commandments," "Triumph," is regarded on all sides as having "arrived." Miss Logan likewise has received popular approbation for her work in such photoplays as "The Light That Failed," "The Dawn of a Tomorrow." Both of these were George Melford productions.

These two artists personify all of the romance and fire of youth and hope. In this production the combination of their abilities results in new triumphs for both.

Besides these two luminaries, the cast of "Code of the Sea" includes Maurice Flynn, George Fawcett, Luke Cosgrave, Lillian Leighton and Sam Appell.

Byron Morgan, author of many of the stories, which starred the late Wallace Reid, wrote "Code of the Sea" especially for Paramount production and it was scenarized by Bertram Millhauser.

You Never Know What's Next in the Movies, Says Flynn

"You never know your luck," says Maurice Flynn, who has an important supporting role in the Victor Fleming Paramount production, "Code of the Sea," coming to the ... on ...

Just before production on this picture was started, Flynn returned from a vacation of two months in Bermuda and was ready to face a long spring and summer confined in a studio. Then he chanced to meet Victor Fleming.

"I want you for 'Code of the Sea'," declared the director. "We leave tomorrow for San Francisco to film water scenes that will take two weeks. Be ready."

So Flynn, mindful of the joys of the Pacific in spring, hurried to his apartment to pack up for a second vacation on location.

Rod La Rocque and Jacqueline Logan are featured in "Code of the Sea," which was adapted to the screen by Bertram Millhauser from the story by Byron Morgan.

Where, Oh Where?

thought," says Byron Morgan, author of Paramount's "Code of the Sea", in which Rod La Rocque and Jacqueline Logan are featured.

In substantiation of his assertion Morgan has presented La Rocque a piece of worn sail cloth on which is jotted what appears to be a brief memorandum. In reality it is the first thematic thought on the ultimate absorbing plot of "Code of the Sea."

"More than two years ago," Morgan says, "I was cruising with a friend off the shore of San Francisco. We were in a tiny fishing smack. One night after dinner my friend and I were perched on deck smoking in silence. I can't say that I was thinking anything in particular, when an idea hit me. I had a pencil but no paper, so I wrought the story thought on a piece of sail cloth which was a remnant from a patching job."

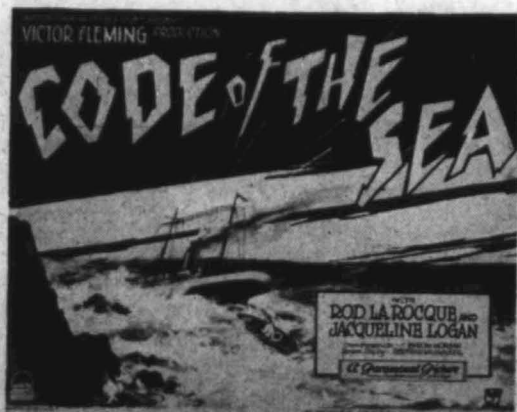
"Six months later I started to work writing the first manuscript. Additional details and a great climax came constantly crowding to the support of the first slender inspiration. And eventually I had the story fabric completed."

George Fawcett, Maurice Flynn, Luke Cosgrave and others just as well known play in the supporting cast of "Code of the Sea," which opens a run of ... days at the ... on ...



POSTERS PACKING THE PUNCH

If It's Worth Running, It's Worth



It's Colored INSERT CARDS

Insert cards are the handy members of the poster family—you'll find a dozen different uses for them. And they're cheap.



FLASHY SET OF EIGHT COLORED LOBBY CARDS

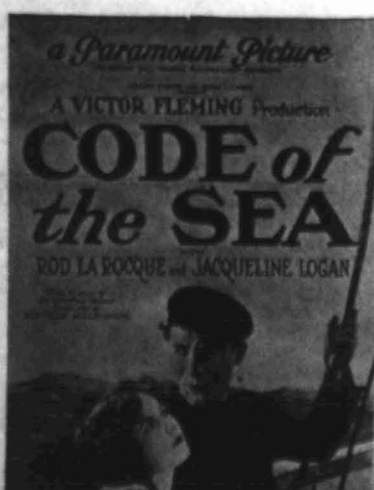
Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

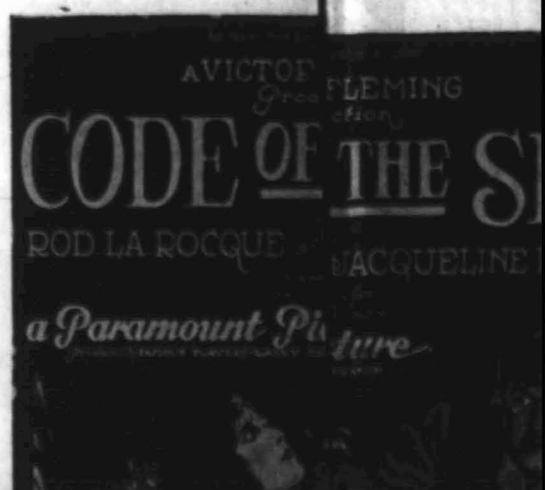
NOTE: The prices quoted below are base prices only. The more advertising you buy, the less the individual advertising costs. Talk to your local Ad Sales Manager about Quantity Price Concessions. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

FOR OUTDOOR ADVERTISING POSTERS (as illustrated on this page)		MATS, ADVERTISING, PRODUCTION, ETC.	
One Sheet (1A and 1B).....	.15	One Column.....	.05
Three Sheet (3A and 3B).....	.45	Two Column.....	.10
Six Sheet (6A).....	.75	Supplementary (Two Column) (Adv. Only).....	.10
Twenty-four Sheet (24A).....	2.40	Three Column (Adv. Only).....	.15
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored).....	.40	GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
11 x 14 Set of Eight (Colored).....	.40	Insert Cards (14 x 36 in. to fit above).....	.25
STAR CUTS OF ROD LA ROCQUE		22 x 28 Gilt Frames.....	1.50
One Column (Two Styles).....	.35	Heralds, per thousand.....	3.00
Two Column.....	.40	Announcement Slide.....	.15
Three Column.....	.45	Publicity Photos, Each.....	.10
Circle Thumbnail (Coarse or Fine).....	.15	Trailers—National Screen Service,	
For Newspaper Ads		126 W. 46th St., New York City	
ADVERTISING CUTS		845 So. Wabash Ave., Chicago, Ill.	
One Column.....	.35	917 So. Olive Street, Los Angeles, Cal.	
Two Column.....	.45	264 Turk St., San Francisco	
Supplementary (Two Column).....	.35		

Press Books and Thematic Music Cue Sheets are Gratis.



Ask your local Ad Sales Manager
about the new special proposition
on 22 x 28 lobby cards and frames!



"Code of the Sea" THE PUNCH OF THE PICTURE

h Running, It's Worth Advertising



It's Colored INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



BRING-'EM-IN LOBBY PHOTOS—EACH 11" x 14"

The 100% Publicity Drive

ALL advertising is complementary—the one medium helps the other. The successful advertiser believes in combinations—whether he's advertising cigarettes, canned soups or motion pictures.

This general rule is especially applicable to motion picture advertising.

Don't rely just upon the newspapers alone, the billboards or the mailing list. When you've got something big to sell, get in back of it with a real drive that will send your message home with a bang.

Paramount gets out all kinds and sizes of advertising material so that you, in turn, can get in back of the picture with a complete campaign.

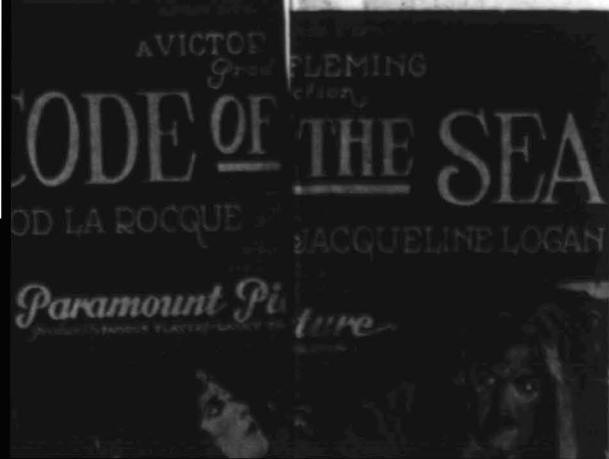
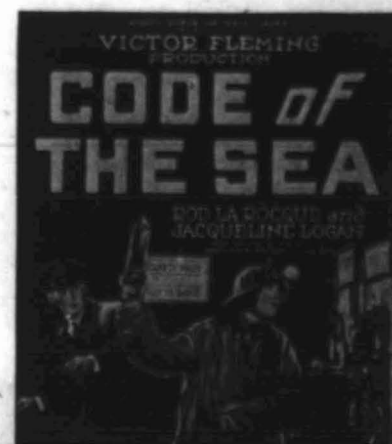
Hit the general public with the posters, to catch the street crowds. Hammer away at the newspaper readers with the press ads. Attack your own patrons with the heralds—either at the theatre or by mail. And the lobby cards, trailer, insert cards, slides, etc. Influence your newspapers to run the press stories and the production cuts. Provide your local stores with window cards, publicity photos, insert cards, etc.

If you use ALL angles, ALL the people will get your message. If you use only one or two mediums, your message might still remain a secret with a lot of people who would like to get it, but don't.

Remember, Paramount gets out a complete line of advertising aids AT COST! Your investment in thorough exploitation is small. But your dividends will be big—it's been proved thousands and thousands of times.

YOU can prove it to your own satisfaction by getting in back of "Code of the Sea"—and other Paramount pictures—with an honest-to-goodness all-around campaign.

Put the picture over the top by
putting posters over the town.
Here are real business-getters!





FLASHY SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

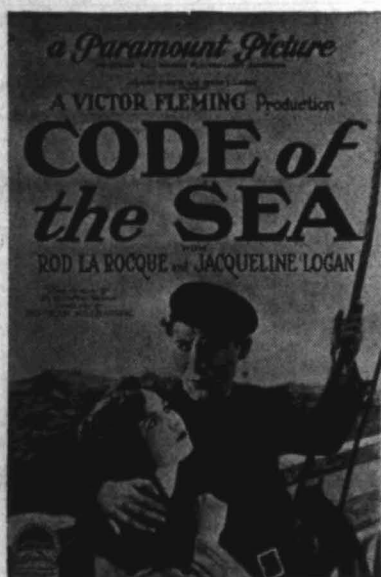
All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE: The prices quoted below are base prices only. The more advertising you buy, the less the individual advertising costs. Talk to your local Ad Sales Manager about Quantity Price Concessions. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

FOR OUTDOOR ADVERTISING POSTERS (as illustrated on this page)	
One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40
PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.40
STAR CUTS OF ROD LA ROCQUE	
One Column (Two Styles).....	.35
Two Column.....	.40
Three Column.....	.50
Circle Thumbnail (Coarse or Fine).....	.15
For Newspaper Ads ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (Two Column).....	.25

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10
Supplementary (Two Column) (Adv. Only).....	.10
Three Column (Adv. Only).....	.15
FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Heralds, per thousand.....	3.00
Announcement Slide.....	.15
Publicity Photos, Each.....	.10
Trailers—National Screen Service, 126 W. 46th St., New York City 845 So. Wabash Ave., Chicago, Ill. 917 So. Olive Street, Los Angeles, Cal. 284 Turk St., San Francisco	

Press Books and Thematic Music Cue Sheets are Gratis.

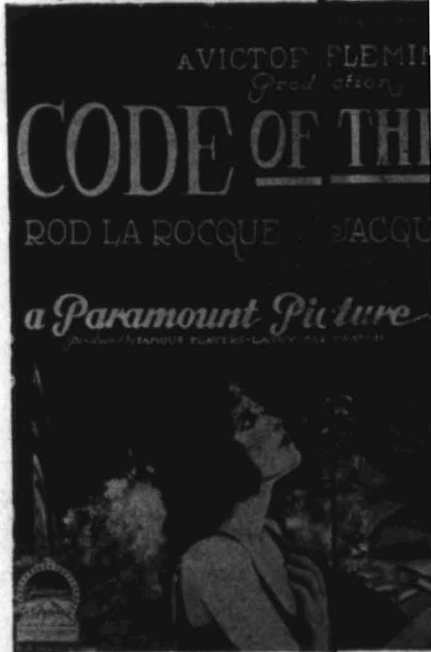


One-Sheet Poster 1A

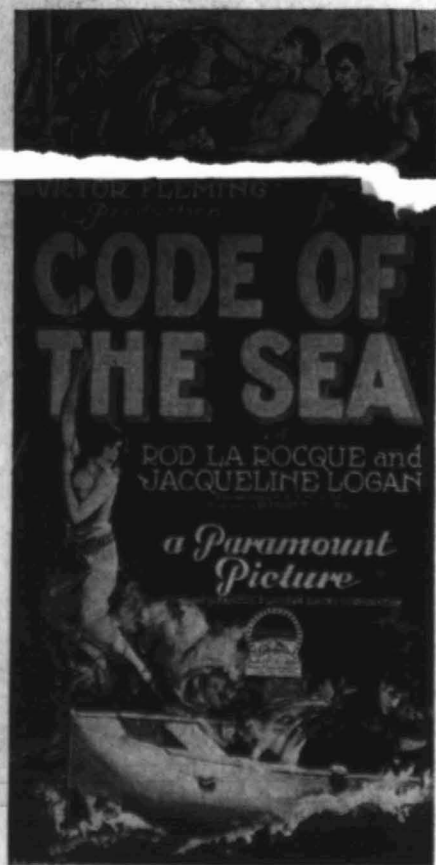
Ask your local Ad Sales Manager
about the new special proposition
on 22 x 28 lobby cards and frames!



Colored Lobby Card (22" x 28")



Six-Sheet Poster 6A



Three-Sheet Poster 3A



Twenty-four-Sheet Poster



BRING 'EM-IN LOBBY PHOTOS—EACH 11" x 14"

The 100% Publicity Drive

ALL advertising is complementary—the one medium helps the other. The successful advertiser believes in combinations—whether he's advertising cigarettes, canned soups or motion pictures.

This general rule is especially applicable to motion picture advertising. Don't rely just upon the newspapers alone, the billboards or the mailing list. When you've got something big to sell, get in back of it with a real drive that will send your message home with a bang.

Paramount gets out all kinds and sizes of advertising material so that you, in turn, can get in back of the picture with a complete campaign.

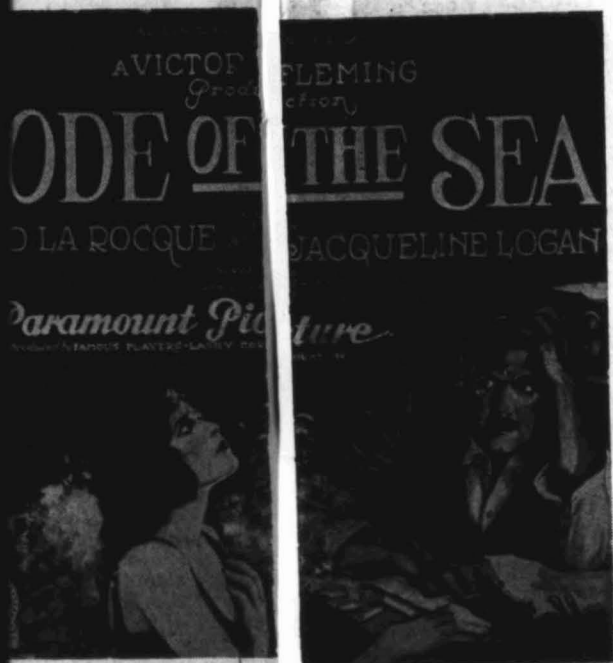
Hit the general public with the posters, to catch the street crowds. Hammer away at the newspaper readers with the press ads. Attack your own patrons with the heralds—either at the theatre or by mail. And the lobby cards, trailer, insert cards, slides, etc. Influence your newspapers to run the press stories and the production cuts. Provide your local stores with window cards, publicity photos, insert cards, etc.

If you use **ALL** angles, **ALL** the people will get your message. If you use only one or two mediums, your message might still remain a secret with a lot of people who would like to get it, but don't.

Remember, Paramount gets out a complete line of advertising aids **AT COST!** Your investment in thorough exploitation is small. But your dividends will be big—it's been proved thousands and thousands of times.

YOU can prove it to your own satisfaction by getting in back of "Code of the Sea"—and other Paramount pictures—with an honest-to-goodness all-around campaign.

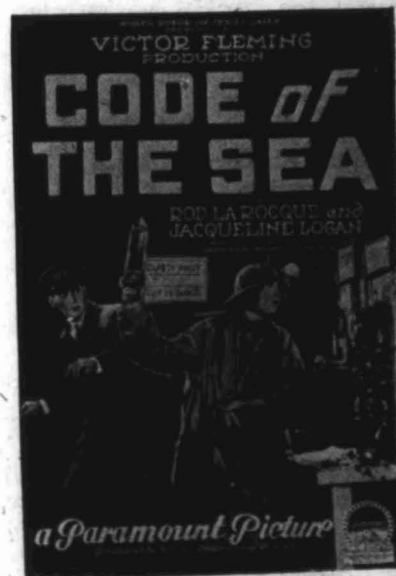
Put the picture over the top by putting posters over the town. Here are real business-getters!



Six-Sheet Poster 6A



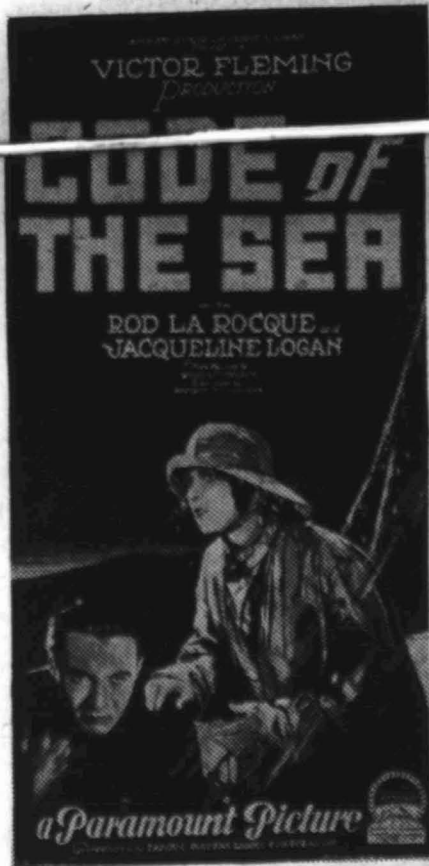
Announcement Slide



One-Sheet Poster 1B



Twenty-four-Sheet Poster 24A



Three-Sheet Poster 3B

JUN -5 1924

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

Code of the Sea - 6 reels

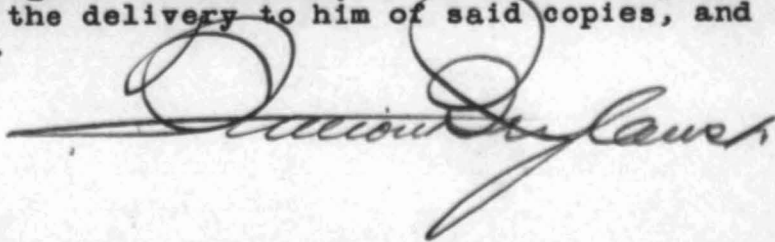
Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Code of the Sea	6-5-24	©CLL 20273

The return of the above copies was requested by the said
Company, by its agent and attorney on the 5th day of
June, 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.



This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress